

A lateral flow immunoassay device includes a membrane strip for enabling capillary migration of a sample therealong with a labeled reagent disposed on the membrane. The label reagent is formulated for suspension in the sample migrating therepast. A captive reagent is immobilized on the strip on a path of sample migration and the captive reagent is formulated to bind to the labeled reagent to form a visible colored site on the strip. An element is provided for changing the strip to a color which enhances visual perception of the colored site.